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THE RESEARCH JOURNAL OF THE ASSOCIATION OF FRATERNITY | SORORITY ADVISORS

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vii ALCOHOL, BROTHERHOOD, & LEADERSHIP, OH MY! NEGOTIATING THE INTRICACIES OF FRATERNITY AND SORORITY RESEARCH

1 DEVELOPING SOCIALLY RESPONSIBLE LEADERSHIP AND SOCIAL PERSPECTIVE-TAKING IN FRATERNITIES AND SORORITIES: FINDINGS FROM A NATIONAL STUDY

MATTHEW R. JOHNSON, ERICA L. JOHNSON, AND JOHN P. DUGAN

Using data from the 2009 Multi-Institutional Study of Leadership, this study examines socially responsible leadership and social perspective-taking capacities disaggregated by council membership. Results show small but significant differences in developing these capacities. Implications for fraternity and sorority life professionals are discussed.

14 WHITE BOY WASTED: COMPENSATORY MASCULINITIES IN FRATERNITY ALCOHOL USE

PIETRO SASSO

Alcohol misuse by members of collegiate fraternal organizations has been cited as a significant issue (Wall, 2008). Current research indicates that specifically fraternities consume the most alcohol of any traditional undergraduate student cohort by frequency and volume. However, the current research literature does not discuss how alcohol is used by fraternity members. This study seeks to understand how alcohol is misused through understanding the personal narratives of fraternity members utilizing qualitative inquiry triangulated through interviews and observation. Consistent with previous research, it was found that alcohol use as a compensatory performed masculinity supports a hegemonic social structure reinforced by liquid bonding, competition, acculturation, sex, hegemonic masculinity. Suggestions are provided regarding how to reframe the fraternity experience.

31 TOWARD A BROADER UNDERSTANDING OF FRATERNITY – DEVELOPING AND VALIDATING A MEASURE OF FRATERNAL BROTHERHOOD

GENTRY MCCREARY AND JOSHUA SCHUTTS

The function of brotherhood as an element of the fraternal experience has been largely ignored in the literature of higher education. This study seeks to understand how fraternity members define and conceptualize brotherhood and to develop an instrument aimed at quantitatively measuring notions of brotherhood. This mixed-methods study is divided into two parts: (1) Part 1 employs a grounded-theory, qualitative approach to understanding how fraternity members define and conceptualize brotherhood, and (2) Part 2 employs three separate quantitative studies aimed at developing and validating a measure of the concept of brotherhood in fraternities. The findings of the study indicate that fraternity membership elicits four distinct schema of brotherhood – solidarity, shared social experiences, belonging, and accountability. The Fraternal Brotherhood Questionnaire (FBQ) is developed to measure these four schemas. Initial exploratory factor analysis (EFA) reveals a four factor solution explaining 64 percent of the variance. A subsequent EFA of a modified version of the FBQ reveals a four factor solution explaining 67 percent of variance in the overall model. Confirmatory factor analysis reveals a parsimonious four factor model of fraternal brotherhood.

51 OPERATIONALIZING ORGANIZATIONAL CHANGE THEORY: IMPLICATIONS FOR PRACTICE IN THE FRATERNITY/SORORITY MOVEMENT

TIM REUTER AND STEVE BACKER

The literature exploring organizational change theory, while rich in conceptual frameworks, is limited on longitudinal studies of fraternity and sorority organizations, and/or the higher education environments in which they exist, undergoing long-term change initiatives. Based on a review of the literature on organizational change theory, this article has outlined a specific model of change related to the relational culture of fraternities and sororities. As this article explicates the operationalization of change theory through a model specific to the fraternity/sorority context, aspects of the literature related to this unique population and industry are as follows: defining change in an organizational context, inertia, role of environment, performance aspects and criteria, readiness, barriers and resistance to change, organizational learning and unlearning, consequences of change, and models for planning and implementing change.

68 BIG FIVE PERSONALITY TRAITS OF COLLEGIATE SOCIAL FRATERNITIES AND SORORITIES

MICHAEL B. ARMSTRONG AND FREDERICK G. GRIEVE

This study examined differences in personality between fraternity- and sorority-affiliated college students and unaffiliated college students. A 20-item online survey was completed by 613 undergraduates (51% fraternity- and sorority-affiliated) measuring the Big Five personality factors. Analyses were conducted using independent samples t-tests to compare personalities of fraternity- and sorority-affiliated students to unaffiliated students. Fraternity and sorority members scored higher on measures of extraversion, measures of conscientiousness, and lower on measures of neuroticism than nonmembers.

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GENERAL INFORMATION

Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors advances the study of college fraternities and sororities through a peer reviewed academic journal promoting scholarly discourse among partners invested in the college fraternal movement. The vision of *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* is to serve as the premier forum for academic discourse and scholarly inquiry regarding the college fraternity and sorority movement.

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SUBMISSIONS:

Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors accepts submissions focused on articulating research involving fraternity and sorority members at the collegiate, alumni, inter/national organization, and volunteer advisory levels. Manuscripts should be written for the student affairs generalist who has broad responsibility for educational leadership, policy, staff development, and management. Articles on specialized topics should provide the generalist with an understanding of the importance of the program to student affairs overall and fraternity/sorority advising specifically.

Research articles for *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* should stress the underlying issues or problems that stimulated the research; treat the methodology concisely; and, most importantly, offer a full discussion of results, implications, and conclusions. In the belief that AFA readers have much to learn from one another, we also encourage the submission of thoughtful, documented essays or historical perspectives.

Visit www.afa1976.org for more detailed submission guidelines.